



# Surgery Line

## for Dentists

NETWORK EUROPE GROUP

# Surgery Line for Dentists lives up to expectations in Hatfield Peverel

The Wylezek and Awolesi Dental Practice near Chelmsford was one of the first surgeries in the country to install NEG's Surgery Line for Dentists - which was developed following on from the positive feedback and nationwide popularity of the Surgery Line system for doctors.

The practice, which accepts NHS patients, is located in Hatfield Peverel, a small village in a rural area of Essex but close to the A12 a few miles north east of

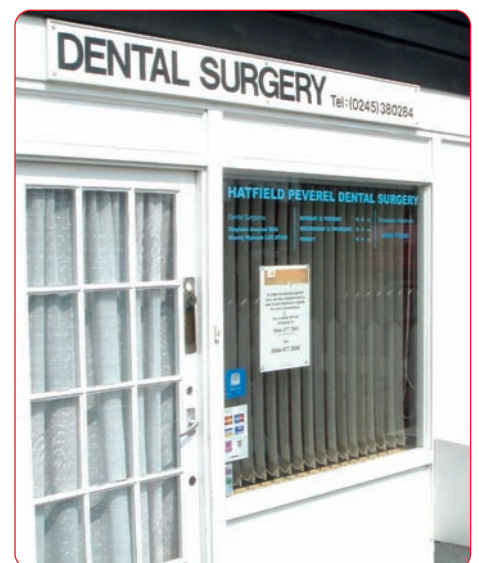
Chelmsford. With a regular train service into London Liverpool Street, many residents commute into the City and the practice serves a social mix which includes a substantial proportion of working class and retired patients. It currently employs 6 dentists in addition to dental nurses, reception and admin staff.

***"The voicemail and answering service is efficient and professional"***



Reception staff would often listen to frustrated patients' comments after their many attempts to get through

Patients were happy with the dental service provided by the practice, but were frustrated at how many attempts it took to get through to reception during peak periods. Their old system meant the phone was often engaged and the owner, Mr Awolesi decided that it was in need of an upgrade. Not only was call congestion common, but staff were also frustrated by the inconvenience of having to set the answer phone each day to record calls. Having decided to look for an alternative, Mr Awolesi met with staff from NEG to find out what the state of the art system could do for the practice.



Patients comprise of a mixture of locals and commuters as the surgery is close to a popular train route to London

Impressed by what the system could do, the decision was made to go with Surgery Line for Dentists and it was duly installed in February 2007. "We were particularly attracted by the professional voicemail system and by the prospect that our patients would no longer hear the engaged tone when they called up, which makes it easier for them to get in touch with us," explains Dr Yinka, one of the practice's

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dental surgeons. "We did have some concerns about changing our phone number, but the reality is that our patients do prefer the new system."

***"It's a very good system, which is easy to use with numerous useful functions"***

Although some patients feel that they should be able to get through more quickly to a receptionist, the implementation of the new system ensures that the phone is always answered and that patients can now get through first time without constantly having to redial. This is particularly useful at peak times of day when the switchboard can become congested. Dr Yinka feels that the new service has bedded in well and is working successfully for them. "The voice-mail and answering service is efficient and professional," he comments. "We have also been pleased with the equipment and service from NEG which has met all our expectations and lived up to what was promised."

### **The Wylezek and Awolesi Dental Practice – their top 5 reasons for choosing Surgery Line for Dentists**

1. There is no longer an engaged tone when patients call up.
2. Each surgery has its own phone number.
3. Monitoring calls is easy.
4. The technical support from NEG is good.
5. The system is self funding with the income from phone calls.

The response from both patients and staff has been positive. "I like the new system," explains Tammy, one of the practice receptionists. "It is easy to use

and very professional – it even helps keep me organised!"

Dr Yinka also feels that Surgery Line for Dentists has had a considerable impact on the practice, not only in improving the service for patients, but also in the way that the practice is run and monitored. "The system helps us to assess our receptionist and also gives us important information on when our busiest time is in terms of phone calls to the practice: this information helps us to staff the reception accordingly and handle calls more cost effectively."



"I like the new system," explains Tammy, one of the practice receptionists. "It is easy to use and very professional - it even helps keep me organised!"

In fact, Dr Yinka is so satisfied with the way that the system is working for the practice that he would be more than happy to recommend it to others. "It's a very good system, which is easy to use with numerous useful functions," he comments. "If another surgery were considering changing to Surgery Line for Dentists, I would advise them to definitely go for it."

### **What is Surgery Line for Dentists?**

*"Surgery Line for Dentists is a cost-effective way for forward looking surgeries to improve the service that they offer to patients, reduce stress levels for staff and self-fund a state of the art phone system,"* explains NEG's CEO, Richard Chapman. *"As you can see, this case study focuses on one of the many surgeries that have already switched to Surgery Line for Dentists. By doing so, they have saved money, improved the service that they offer patients and relieved the pressure on busy staff."*

### **You and your staff benefit**

When a surgery switches to an 084 number, NEG will install and maintain the most efficient communications system on the market. You specify exactly what equipment you want to receive (from handsets to switchboards) for no extra charge. With your own 084 number, you keep about 2p from every call to re-invest in your practice, instead of BT making all the profit from calls to your surgery.

### **How your patients benefit**

Patients benefit by having their calls answered more quickly. The engaged tone becomes rare – even at peak times – because you are able to handle incoming calls more efficiently, whilst patients' calls are spread out during the day. Calls to 084 or 'lo-call' numbers cost patients 4p per minute, the same as the first minute of BT's standard call rate between 6am and 6pm. This means that many patients will actually pay less in total because their call is answered and processed more quickly. Significantly, the cost of calls from mobiles remains unchanged – these account for around 30% of all calls to surgeries.

### **The phone system that won't test your patients**

*"I've met a number of practice managers who think that Surgery Line sounds almost too good to be true,"* says Chapman, *"but after it's been installed, they realise that NEG delivers everything we promise, and more."*

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